

HOW TO ENTER THE NEW EUROPEAN MARKET

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Governor's Office of Economic
Development



Utah Governor's Office of
Economic Development
BUSINESS • TOURISM • FILM



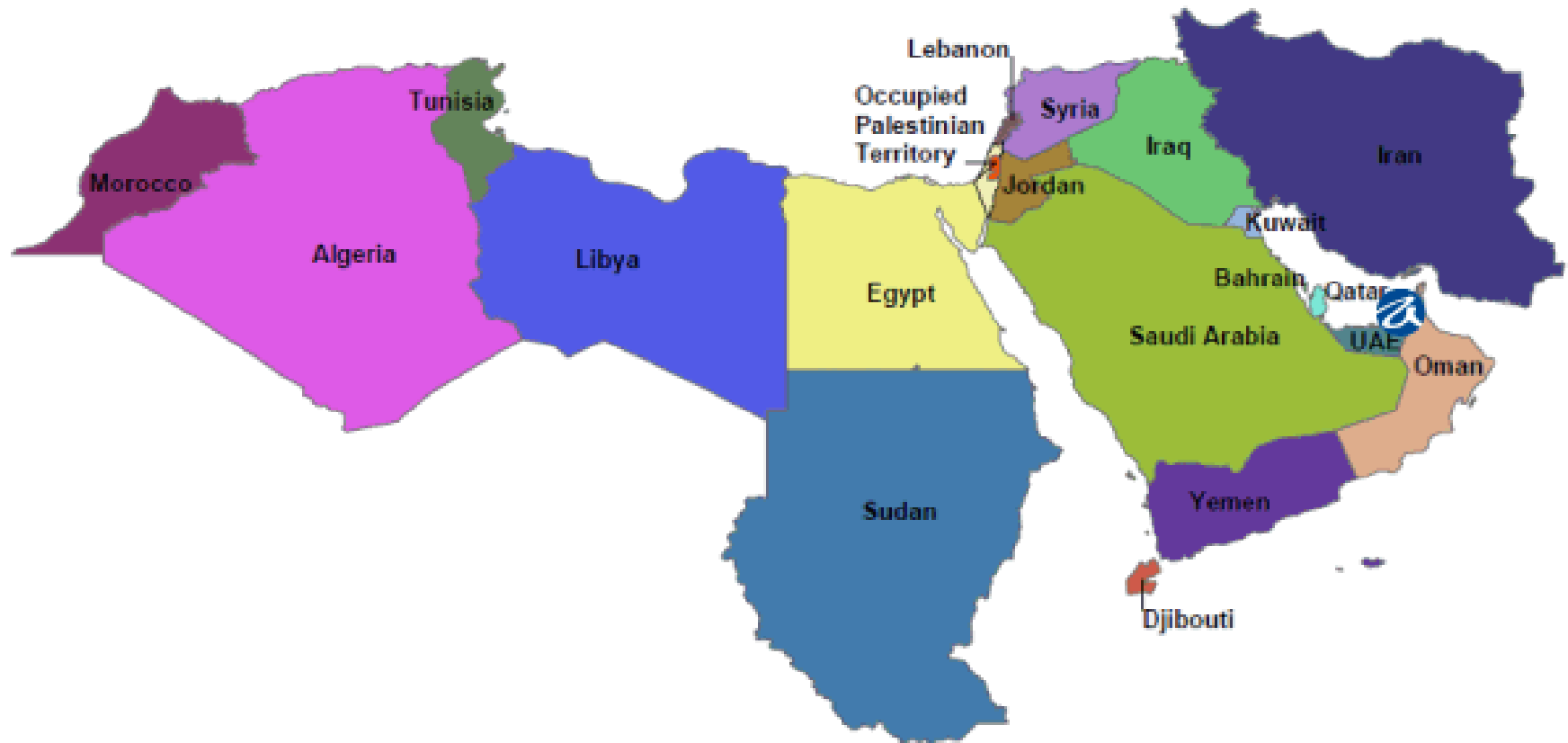
WORLD TRADE CENTER®
UTAH



Funded in part through a grant
award with the U.S. Small
Business Administration.

MENA REGION

(MIDDLE EAST & NORTH AFRICA REGION)



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Utah Exports to MENA by county

Rank	Country	ANNUAL 2009	ANNUAL 2010	ANNUAL 2011	%2009- 2010	%2010- 2011	%2011- 2012
1	Israel	\$ 45,490,596	\$ 58,768,356	\$ 53,886,377	29.19	-8.31	-8.86
2	United Arab Emirates	\$ 63,654,098	\$ 128,285,426	\$ 44,284,240	101.54	-65.48	5.5
3	Saudi Arabia	\$ 26,368,491	\$ 13,755,910	\$ 18,604,395	-47.83	35.25	70.14
4	Egypt	\$ 5,508,380	\$ 7,396,186	\$ 7,311,416	34.27	-1.15	20.28
5	Kuwait	\$ 1,841,482	\$ 3,528,514	\$ 3,847,505	91.61	9.04	-53.87
6	Qatar	\$ 2,303,360	\$ 4,026,279	\$ 1,699,147	74.8	-57.8	0.48
7	Jordan	\$ 2,501,176	\$ 3,169,400	\$ 3,380,334	26.72	6.66	-55.61
8	Bahrain	\$ 418,162	\$ 1,362,731	\$ 892,384	225.89	-34.52	11.08
9	Lebanon	\$ 1,269,896	\$ 23,841,272	\$ 1,216,108	1777.42	-94.9	-39.14
10	Oman	\$ 1,624,879	\$ 589,993	\$ 1,271,704	-63.69	115.55	-59.46

Utah Exports to MENA

	2009	2010	2011
Total	\$ 530,826,355	\$ 497,296,819	\$ 608,405,513
PRIMARY METAL MFG	\$ 176,334,725	\$ 172,305,249	\$ 169,112,634
TRANSPORTATION EQUIPMENT	\$ 123,686,729	\$ 142,505,197	\$ 157,763,853
FABRICATED METAL PRODUCTS; NESOI	\$ 47,832,019	\$ 24,329,981	\$ 97,429,137
FOOD MANUFACTURES	\$ 7,625,889	\$ 9,432,125	\$ 43,712,552
CHEMICALS	\$ 63,690,939	\$ 50,206,608	\$ 42,606,116
MACHINERY; EXCEPT ELECTRICAL	\$ 19,620,987	\$ 10,675,747	\$ 29,959,984
PAPER	\$ 16,569,967	\$ 32,351,076	\$ 16,829,134
ELECTRICAL EQUIPMENT; APPLIANCES & COMPONENTS	\$ 4,313,663	\$ 7,107,869	\$ 11,593,855
COMPUTER AND ELECTRONIC PRODUCTS	\$ 14,529,976	\$ 16,259,082	\$ 11,381,867
MISCELLANEOUS MANUFACTURED COMMODITIES	\$ 6,453,428	\$ 5,795,346	\$ 9,669,074

Business Opportunity Sectors in MENA Region

Industries

- Architecture & Construction & Engineering Services
- Electrical Power Systems
- Renewable Energy
- Telecommunication
- Pollution Control Equipment
- Aircraft & Airport Ground Support & Aeronautics
- Food Processing
- Packaging Equipment
- Air Conditioning & Refrigeration
- Automotive Parts & Equipment

Source: <http://export.gov/middleeast/index.asp>

Business Challenges in MENA Region

- Red Tape and Corruption
- Arbitrary licensing decisions
- Complex customs procedures
- Archaic legislation
- Ineffectual judicial systems
- High taxes and fees
- Flexible interpretation of laws
- Weak enforcement of intellectual property rights

Source: export.gov/lebanon/static/Chapter%206-Investment%20Climate_L... - 2011-07-21

2012 Governor Led Israel Trade Mission

- The largest U.S. market and Utah's largest trading partner in the Middle East.
- December 8th-14th, visit both Tel Aviv and Jerusalem
- Business opportunities exist in industry sectors such as biomedical, IT, security, natural products, education, venture capital and energy/water.
- one-on-one business meetings with potential partners, distributors, customers, etc. through the U.S. Commercial Service Gold Key Service.
- Optional cultural/historical add-on

Questions?



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business.utah.gov/international-trade/